Outcomes-based Planning Processes

What is a Logic Model?
A Logic Model:
- gives a snapshot of a programs evaluation plan, usually in one page and resembling a flowchart with boxes, circles, and arrows.
- shows the basic framework for an evaluation
- is a series of "if-then" relationships used to communicate the intentions of a program or organization

Why do we use Logic Models?
- to provide a simple easy to follow program summary
- to demonstrate relationships between activities and outcomes
- to help identify important evaluation questions
- to help communicate key program components to stakeholders

What components make up a Logic Model?
- **Inputs** – What steps do we take to support or programs implementation? (resources, support, collaborations) CATALYST – Key Partnerships
  ESDs – Teachers, P&I Coordinators, Funding
  Communities/Tribes – Staff, Funding, Partnerships

- **Activities –** What does our program do to work toward its desired outcomes? (approaches, curriculum, customization for population) CATALYST – Workplan Entry
  ESDs – Curriculum (i.e. "Here's Looking at You")
  Communities/Tribes – Compliance Checks

- **Outputs –** What we do and who we reach, products and services generated by activities and linked to short-term outcomes CATALYST – Output/Event reporting
  ESDs, Communities/Tribes – Numbers served

- **Outcomes –** The changes the program wants to achieve, measurement of change
  - **Short-term –** direct result of program activities
  - **Intermediate –** fall between short-term and long-term and need to be achieved before long-term outcomes can be achieved
  - **Long-term –** changes in group or community behavior
  ESDs, Communities/Tribes - Pre- / Post-test, survey
  *It may not be necessary to do an Outcome Evaluation if you are using a proven curriculum

- **Goals –** Quantified Outcomes

What Logic Models will be used for the Washington State Department of Health, Tobacco Prevention and Control Program?
Assessment and Evaluation Logic Models for Tobacco Prevention and Control Program
- Eliminating Exposure to Environmental Tobacco Smoke (ETS)
- Preventing the Initiation of Tobacco Use Among Young People
- School Based Tobacco Prevention and Control
- Promoting Quitting Among Young People and Adults
- Tobacco Use Prevention and Control